



Coca-Cola Company

Location Study for South American Bottling Facility

Janus Senior Principals directed a location study for a large Coca-Cola regional bottling plant in South America. This project proved challenging because little information was available for several of the potential locations in Venezuela. Janus personnel traveled to South America and identified local partners to assist in gathering data and assessing sites first-hand. Major location considerations for the project included adequate transportation infrastructure and water supply.

The project team developed a matrix to grade each site on all the location criteria, and identified one of the leading hydrologists in Venezuela to assist with the final determination of water capacity and the impact of the bottling plant on local water supplies at alternative sites.